

REQUEST FOR PROPOSALS FOR  
AIRLINE TERMINAL IMPROVEMENT PROJECT  
**COMMUNITY OUTREACH PROGRAM**  
AT THE SANTA BARBARA AIRPORT

**INVITATION TO SUBMIT PROPOSALS**

The City of Santa Barbara is inviting submittal of proposals from consulting firms or individuals to provide the City's Airport Department with public information services related to the Airline Terminal Improvement Project (Project). Shortly, the City will begin design on improvements that will meet current and future passenger and airline needs at the Terminal.

Proposed changes and improvements to the Airline Terminal are of great interest to the community, the traveling public and other stakeholders. Because it is estimated that the Project will take four years to complete, it is critical that the community and the Project stakeholders are kept informed and engaged during the design and construction process. Thus, the City is seeking full-service support from a consultant with extensive experience in public communications to develop and deliver a comprehensive **Community Outreach Program** (Program) for the Project.

A completed Program is not required for proposal submittal. A preliminary Program with descriptions of proposed outreach components, a tentative Program 4-year schedule, consultant hourly rate charges and list of final products is adequate for the purpose of the proposal. The successful Proposer will have the opportunity to review available Project documentation materials following award of the contract.

This Request for Proposals is a qualifications-based process, not a bid. The successful proposer will be selected based on the criteria listed under "Selection Process" on page 6.

**PRE-PROPOSAL MEETING**

A pre-proposal meeting has been scheduled for **Wednesday, March 22, 1 - 2:30 pm**. The meeting will be held at Airport Administration, 601 Firestone Road, Santa Barbara, CA (805) 967-7111. Attendance at this meeting is not required for submitting proposals.

**PROPOSALS SHALL BE DUE**

Proposals shall be received by the Airport on or before **4 p.m., PST, March 30, 2006**. Proposals must be delivered or mailed to:

Santa Barbara Airport  
Airport Administration  
601 Firestone Road  
Santa Barbara, CA 93117  
Attention: Terri Gibson

The sealed envelope containing your proposal shall show the name of the proposer and must be clearly marked in the lower left hand corner "Community Outreach Program RFP." Any proposal or unsolicited amendments to a proposal received after the closing date and time will not be considered and will be returned unopened.

## **PROPOSAL SPECIFICATIONS & REQUIREMENTS**

Companies or individuals responding shall submit one original and three copies of the information that shall include the items listed below. Completion of the attached submittal form (Attachment 1) is required. Responses shall be limited to ten double-sided pages of 11-point typeface (minimum). The proposal must include:

1. A description of the proposed Community Outreach Program including Program components, implementation schedule and a list of community awareness final products;
2. A draft budget for the first year of the proposed Program.
3. The consultant's and sub-consultant's hourly rates for implementing the Program components; and
4. A general scope of services to be performed by sub-consultants and vendors.

Proposer may also submit other information that will assist the City in selecting the best-qualified consultant.

## **Experience & Qualifications**

1. Describe your experience and qualifications in implementing an effective and comprehensive Community Outreach Program. Cite specific examples and the scope of your involvement:
  - Creating an inventive public outreach campaign.
  - Describe methods used including public workshops, newspaper inserts, Channel 18 television programming, and news releases.
  - Developing public presentation and exhibit/display.
  - Preparing formal reports and presentations.
  - Describe any media liaison activities.
2. Provide specific references for comparable projects. Include contact information and a brief description of each project. Portfolios containing materials as examples of other public information campaigns are encouraged as part of the selection process when making a presentation (page 6).

## **Program Scope of Services**

The consultant shall identify and develop a variety of community information measures that will effectively communicate the progress steps associated with the process of building a new Airline Terminal complex at SBA. The comprehensive and strategic Community

Outreach Program shall utilize available forms of communication in a creative and cost-effective manner to keep the community and project stakeholders (Attachment 3) informed about the Airline Terminal Improvement Project.

The services to be provided by the consultant are to include, but not be limited to, the following:

A. Provide a program manager who will be responsible for all work performed by the consultant. The program manager will:

1. Define the task schedule and costs (including evaluation of City-provided input and recommendations that will result in a better overall project);
2. Monitor work progress and resolve problems;
3. Maintain an up-to-date schedule for implementation of the Program;
4. Coordinate with City staff to receive their input, address their concerns, keep them informed regarding program status, and obtain their concurrence on Program scope, costs and schedule.
5. Coordinate with City staff to obtain their approval of concepts and the final Program.
6. Focus the efforts of the consultant and City staff to expedite the development and implementation of a high quality, cost effective Program that addresses the interests of the community regarding the Project;
7. Maintain quality control over all work of the consultants, sub-consultants and vendors. Implement a program that is valuable and efficient; and
8. Prepare reports and presentations.

B. Program Development Services:

1. Obtain and review existing pertinent Airport public information materials. Attend meetings with City staff to discuss the program.
2. Conduct detailed review and analysis of Program components to ensure continuity of message, cost effectiveness, feasibility and appropriateness of the Program for the Project stakeholders (Attachment 3).
3. Develop a detailed schedule for development and implementation of the Program.

4. Provide preliminary and final program development services to include the following:
  - a. Creative mix of public awareness components.
  - b. A timeline of implementation for outreach activities to coincide with the Airline Terminal Improvement Project milestones (Attachment 4).
  - c. Media liaison services.
  - d. Production services associated with executing the public information elements.
  - e. Draft budget costs associated with producing and distributing public information and implementing a complete Program.

## **SERVICES PROVIDED BY THE CITY**

The services to be provided by the City shall include but are not necessarily limited to the following:

1. Previous public information on the Airline Terminal Improvement Project.
2. A logo for the Project that was developed in 2004.
3. General direction to the consultant through the Airport Marketing Director.
4. Assistance in implementing designated components of the Community Outreach Program.
5. Review and approve final Program that includes a schedule for implementation.

## **AIRPORT INFORMATION**

### **Airport Profile**

The Santa Barbara Airport is located in the 'South Coast' region of Santa Barbara County, approximately 90 miles northwest of Los Angeles. Approximately 10 miles from downtown Santa Barbara, SBA is owned and operated by the City of Santa Barbara, California. The Airport serves both commercial and general aviation. 90 daily commercial flights make it the busiest airport on the central coast between San Jose and Los Angeles. SBA draws passengers from San Luis Obispo County in the north, to Ventura County in the south.

Santa Barbara has service provided by *United Express*, *America West Express*, *American Eagle*, *Horizon* and *Delta Airlines*. Currently there are ten non-stop destinations from SBA – Seattle, Portland, Dallas/Ft. Worth, Los Angeles, San Francisco, Denver, San Jose, Phoenix, Las Vegas, and Salt Lake City.

In 2005, more than 853,000 passengers flew into or out of Santa Barbara. Forty-six percent of the passengers are business, 27% are leisure, and 27% of the passengers fly for personal or family matters. SBA's frequent flyer takes 11 flights per year.

### **Overview of the Airport's Long Range Plans**

In 2001, the City Council adopted the Aviation Facilities Plan (AFP), a master plan for the Santa Barbara Airport to guide commercial aviation and development through the year 2015. The AFP included a comprehensive evaluation of existing conditions and expected future growth and improvements at the Airport. The AFP also included proposed projects and phasing to meet anticipated passenger use and aircraft operations through 2015. Among these projects are proposed changes to the Airline Terminal area to address deficiencies in the existing facility and to meet current and future passenger demand.

The Airline Terminal Improvement Program includes the preservation and rehabilitation of the 7,000 square foot circa 1942 portion of the existing Terminal, and new construction of 60,000 square feet, for a total of 67,000 square feet in the new facility. A Project Criteria Document (PCD) was completed and approved by City Council on December 13, 2005. A brief project overview is attached for your reference (Attachment 6). The PCD (the complete document is available online at: [http://www.santabarbaraca.gov/NR/rdonlyres/3D96B20B-98C1-4972-AEBB-AFF498E28EF6/0/1109FullPCD\\_2ndDraft.pdf](http://www.santabarbaraca.gov/NR/rdonlyres/3D96B20B-98C1-4972-AEBB-AFF498E28EF6/0/1109FullPCD_2ndDraft.pdf)) defines the project requirements and establishes design criteria and guidelines for all facilities needed to accommodate the forecast passenger demand at Santa Barbara Airport in the year 2010. The PCD represents, roughly, a 15-20% level of Airline Terminal design.

In March 2006, an architectural/engineering firm will be retained to complete the design and permitting of the Airline Terminal Improvement Project by the fall of 2007. Based on site constraints, the current Airline Terminal will be vacated and all operations will be moved to a 20,000 square foot temporary facility located adjacent to the current aircraft parking ramp.

Subsequent construction of the new facility is anticipated to begin in the fall of 2007 and be completed by the winter of 2009. Construction will be implemented in phases.

### **Contact Information:**

For additional questions regarding the RFP, please contact:

Terri Gibson, Airport Marketing Director  
Airport Administration  
601 Firestone Road  
Santa Barbara, CA 93117  
Ph: 805.692.6004  
Fax: 805.964.1380  
[tgibson@santabarbaraca.gov](mailto:tgibson@santabarbaraca.gov)

## **SELECTION PROCESS**

The selection process will be based on the information and references provided in response to this Request for Proposal. A committee comprised of City of Santa Barbara staff will determine how well each company or individual's response meets the Airport's needs and desires for public outreach services and will select the proposal which appears most beneficial to SBA.

### **Evaluation criteria will include, but are not necessarily limited to:**

1. Meeting the requirements, conditions and instructions as outlined in this RFP.
2. Proposed Community Outreach Program, tentative implementation schedule, draft budget and components produced.
3. Experience & Qualifications in the development and implementation of effective community outreach programs.
4. Experience & Qualifications in providing communications services for large public projects with a variety of stakeholders.
5. Proposed community outreach program, cost of services and final products.
6. References for comparable public information projects.
7. Proposer presentation on April 7, 2006.

## **ACCEPTANCE OR REJECTION OF PROPOSAL**

The City of Santa Barbara reserves the right to reject any and all proposals or portions thereof received in response to the RFP. Additionally, the City may, for any reason, decide not to award an Agreement as a result of this RFP.

## **CONTRACT PERIOD AND TERMS**

The contractual period shall be for a one (1) year term to be renegotiated every year during the 4-year Community Outreach Program period. An additional one-year option term may be granted to the successful Proposer at the sole discretion of the City of Santa Barbara. Should the option be extended, the Proposer will be provided 90-days notice.

## **REQUEST FOR PROPOSAL & PROGRAM TIMELINE**

The following dates are provided for informational purposes and are subject to change:

Distribution of Request for Proposal to Interested Parties	March 15, 2006
Pre-proposal Meeting	March 22, 2006 1 – 2:30 p.m.
Sealed Proposals Due	March 30, 2006 by 4 p.m.
Consultant Proposal Presentations	April 7, 2006
Evaluation of Proposals & Contract Award	April 14, 2006
Airport Commission Approval	April 19, 2006
City Council Approval	April 25, 2006
Execution of Program Contract	April 25, 2006
Program Work Begins	May 1, 2006

#### **CITY OF SANTA BARBARA – GENERAL REQUIREMENTS:**

##### **A. Facsimile or E-mail Proposals**

Facsimile or E-mail Proposals will not be accepted.

##### **B. Taxes**

The City of Santa Barbara is exempt from Federal Excise Tax (39-6005671). If an applicable tax will be applied, Provider must show it in the proposal.

##### **C. Disadvantaged Business Enterprise**

The goal for DBE participation in all contracts related to this program is 3.1%. The City of Santa Barbara will affirmatively insure that, in any contract entered into pursuant to this procurement document, DBE's will be afforded full opportunity to submit proposals in response to this invitation, and will not be discriminated against on the grounds of race, color, sex, or national origin, in consideration for an award. Consultants are advised of the DBE requirements for this project, as set forth in the "City of Santa Barbara Municipal Airport Disadvantaged Business Enterprise Program (September 1999)." Please refer to Attachment 5 for requirements of the program. The consultant must be familiar with the City's requirements and make, at a minimum, a "good faith" effort to secure the services of DBE's on any contracts related to these projects.

## **D. Liability: Insurance and Indemnification**

### **1. Insurance Requirements**

Provider shall maintain and keep in force during the term of this Agreement, for the mutual benefit of City and Provider, at Provider's sole cost and expense, the following insurance applicable to the Premises and all improvements on the Premises:

- (a)** Commercial General Liability Insurance with limits of not less than five hundred thousand dollars (\$500,000) for each occurrence combined single limit for bodily injury and property damage. Coverage thereunder shall include contractual liability, personal injury, owners' and contractors' protection, fire legal and broad property damage coverage.
- (b)** Automobile Liability Insurance with limits of not less than five hundred thousand dollars (\$500,000) each occurrence combined single limit for bodily injury and property damage for all vehicles owned or operated by Lessee.

### **2. General Insurance Policy Requirements**

- (a)** All insurance provided for in this section shall be enacted under valid and enforceable policies in form and substance satisfactory to City issued by insurers satisfactory to City and authorized to do business in the State of California. All required insurance shall apply as primary and not in excess of or contributing with any insurance, which City may carry. The policies required shall name City, its officers, employees and agents as additional insured. Provider's insurance policies shall apply separately to each named or additional insured as if separate policies had been issued to each. Provider's insurance, as required by this Agreement, shall not be subject to cancellation or material reduction without at least thirty (30) days prior written notice to the City. Provider shall furnish to City a Certificate of Insurance evidencing that the above requirements have been met on or before the commencement of this Agreement and upon the renewal of each policy.
- (b)** Provider hereby expressly waives on behalf of its insurers any right of subrogation against City, and City likewise waives on behalf of its insurers any right of subrogation against Provider, that the insurers may have against City or Provider by reason of any claim, liability, loss or expense arising under this Agreement. The foregoing mutual waivers of subrogation are conditioned upon the waivers being available from the insurers of each party without the payment of additional insurance premiums. In the event that either party at any time determines that the waiver is not or is no longer so available, it shall promptly notify the other party in writing of that fact.



- (c) City shall retain the right to review at any time the coverage, form and amount of insurance required hereby. If, in the opinion of City, the insurance provisions in this Agreement do not provide adequate protection for City and for members of the public using the Premises, City may require Provider to obtain insurance sufficient in coverage, form and amount to provide adequate protection. City's requirements shall be reasonable but shall be designed to assure protection from and against the kind and extent of the risks that exist at the time a change in insurance is required.
- (d) The procuring of the required policy or policies of insurance shall not be construed to limit Provider's liability hereunder or to fulfill the indemnification provisions and requirements of this Agreement. Notwithstanding the policy or policies of insurance, Provider shall be obligated for the full and total amount of any damage, injury or loss caused by negligence or neglect connected with this Agreement or with use or occupancy of the Premises.

**E. Worker's Compensation Insurance**

Statutory Worker's compensation and employer liability, \$100,000 per accident.

**F. Indemnification**

Provider shall, to the extent permitted by law, investigate, defend, indemnify and hold harmless the City, its officers, agents and employees from and against any and all loss, damage, liability, claims, demands, detriments, costs, charges, and expenses (including reasonable attorney's fees) and causes of action of whatsoever character which City may incur, sustain, or be subjected to on account of loss or damage to property or loss of use thereof, or for bodily injury to or death of any persons (including but not limited to property, employees, subcontractors, agents, and invitees of each party hereto) arising out of the performance of this agreement by Provider, its contractors, officers, officials, employees, agents or assigns.

- Attachments:**
- 1. Proposal Form**
  - 2. Addendum Schedule**
  - 3. Stakeholders List**
  - 4. Project Time Line (Milestones)**
  - 5. DBE Requirements**
  - 6. Brief Project Overview**

Attachment 1

**Proposal Form – Must be included with Submitted Proposal**

**Airline Terminal Improvement Project –  
Community Outreach Program**

**Proposals Due: March 30, 2006 by 4:00 p.m. PST**

Mail proposals to:

Airport Administration  
601 Firestone Road  
Santa Barbara, CA 93117  
Attn: Terri Gibson

**Submit One Original & Three Copies**

Please attach your response to the “Proposal Specification & Requirements.”

Company name and type of entity:

\_\_\_\_\_

Minority Business: Yes \_\_\_\_\_ No \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

City Business License: \_\_\_\_\_

I certify that I have fully examined and carefully prepared the bids/specifications from  
the plans and/or specifications provided:

\_\_\_\_\_  
Principal Signature

\_\_\_\_\_  
Date

Print Name \_\_\_\_\_

Attachment 2

**City of Santa Barbara**

**Airport Department**

**ADDENDUM ACKNOWLEDGEMENT SCHEDULE**

**Community Outreach Program RFP**

The undersigned acknowledges receipt of the following addenda:

Addendum #1 \_\_\_\_\_

Addendum #2 \_\_\_\_\_

Addendum #3 \_\_\_\_\_

Addendum #4 \_\_\_\_\_

Addendum #5 \_\_\_\_\_

Attachment 3

**Airline Terminal Improvement Project  
List of Stakeholders**

TRI-COUNTY RESIDENTS  
AIRLINES SERVING SBA (INCLUDING HEADQUARTERS)  
RENTAL CAR COMPANIES: ON AND OFF-AIRPORT  
AIRPORT TENANTS  
TRANSPORTATION SECURITY ADMINISTRATION  
CITY OF SANTA BARBARA COUNCIL, BOARDS & COMMISSIONS  
CITY OF GOLETA COUNCIL  
COUNTY OF SANTA BARBARA BOARDS, COMMISSIONS & ORGANIZATIONS  
AIR SERVICE ADVISORY COMMITTEE  
SANTA BARBARA COUNTY LODGING ASSOCIATION  
SANTA BARBARA INDUSTRIAL ASSOCIATION  
UCSB FACULTY, STUDENTS & STAFF  
SANTA BARBARA CONFERENCE & VISITORS BUREAU  
HISPANIC BUSINESS COUNCIL  
CHAMBERS OF COMMERCE  
DOWNTOWN BUSINESS ORGANIZATION  
SANTA BARBARA ECONOMIC DEVELOPMENT COUNCIL  
SUSTAINABILITY PROJECT BOARD OF DIRECTORS  
CITIZENS PLANNING COUNCIL  
SANTA BARBARA ACCESSIBILITY GROUP  
TRAVEL AGENCIES  
MEDIA

## Attachment 4

### **Airline Terminal Improvement Project 4-Year Time Line**

- Airline Terminal complex design begins May 2006
- Four public meetings by architects for Terminal design phase 2006-2007
- Through 50% design of new Terminal complex April 2007
- Discretionary permits for new Terminal May 2007
- Through 100% design of new Terminal complex April 2008
- Construct temporary Terminal April 2008
- Bid and award of construction contractor for new Terminal April 2008
- Open temporary Terminal June 2008
- Construct new Terminal complex July 2008
- Close rental car facility and complete parking construction Jan 2010
- Test, train and start-up new Terminal April 2010
- Open new Terminal July 2010
- Close & remove temporary Terminal July 2010

## Attachment 5

### **DISADVANTAGED BUSINESS ENTERPRISE (DBE) REQUIREMENTS**

It is national policy to award a fair share of contracts to certified Disadvantaged Business Enterprise (DBE) firms. Accordingly, the City will take affirmative steps to assure that certified DBE firms are utilized. If the consultant subcontracts work to other firms, the consultant shall take the following affirmative steps, at a minimum, in conformance with the City's Disadvantaged Business Enterprise (DBE) program:

- Include qualified and certified DBE firms on solicitation lists.
- Assure that DBE firms are solicited whenever they are prospective sub-consultants.
- When economically feasible, divide total sub-consultant requirements into smaller tasks to permit maximum participation.
- Where time permits, establish schedules, which will encourage participation by DBE firms.
- Using the services and assistance of the Small Business Administration, the Minority Business Development Agency of the Department of Commerce, and the Office of Small and Disadvantaged Business Utilization of the Department of Transportation.

Under the provisions of Title 49 part 23 Code of Federal Regulations and the City of Santa Barbara's adopted Disadvantaged Business Enterprise (DBE) Program for the Santa Barbara Municipal Airport, the City is required to insure that DBE firms have had an opportunity to participate in consultant agreements administered by the City and funded through the Federal Aviation Administration (FAA).

For Consultant Contracts, the City has established the following criteria to meet the above stated requirements:

1. Participation by a DBE as a prime consultant or a subconsultant. The City has established a goal of 3.1 percent participation for firms owned and controlled by minorities and women.
2. A "good faith effort" by the respondent in trying to secure participation by a DBE as a subconsultant.
3. Documentation of a "good faith effort" will be submitted in writing and will consist of the following:
  - a. List of DBE firms solicited.
  - b. An effort to identify DBE firms such as using Minority Assistance Center.
  - c. Work made available for DBE firms. (If the respondent can demonstrate that it is not practical to make work available to subconsultants, this can constitute a "good faith effort".)
  - d. Proposal received and reasons for rejecting them.
  - e. Establishment of DBE goals shall be determined in accordance with CFR 49, Section 23.45 (G) (a) through (G) (8).

Proposers are advised and responsible to be familiar with the City of Santa Barbara's Municipal Airport Disadvantaged Business Enterprise Program.